

## Message Text

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20

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 AID-05 CIAE-00 COME-00 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 /065 W

----- 089225

R 130015Z SEP 75

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 3524

INFO USIA WASHDC

UNCLAS SINGAPORE 3988

PASS USDOC-BIC/OIM/SAD

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: IN-STORE PROMOTION- METRO STORES

1. EMBASSY IS FORWARDING TO USDOC INITIAL REPORT, SUPPORTING DOCUMENTS, PHOTOGRAPHS, AND PROMOTIONAL MATERIALS SUBMITTED BY METRO STORES FOLLOWING JUNE 30-JULY 20 IN-STORE PROMOTION, "METRO GOES USA".

2. IN GENERAL, THIS PROMOTION WAS A RESOUNDING SUCCESS. METRO WELL EXCEEDED ITS COMMITMENT OF US\$500,000 IN INCREMENTAL PURCHASES, AND PUT OVER US\$30,000 OF ITS OWN FUNDS INTO THE PROMOTIONAL EFFORT. ATTRACTIVE WINDOW DISPLAYS AND INTERIOR DESIGN AND A WIDE VARIETY OF PROMOTIONAL EVENTS SUCH AS FASHION SHOWS, ATTRACTED RECORD CROWDS. OVER 300,000 PEOPLE VISITED METRO'S FOUR STRATEGICALLY LOCATED STORES OVER THE THREE WEEK PERIOD. BEST-SELLING ITEMS INCLUDED BED LINENS, COSTUME JEWELLERY AND WOMEN'S APPAREL.

3. PARTICULAR CREDIT FOR THE SUCCESS OF THE PROMOTION IS DUE TO THE ENTHUSIASM AND IDEAS GENERATED BY THE PRE-PROMOTION VISIT OF ROY GOOTENBERG TO SINGAPORE AND OIM'S CONTINUED CLOSE ASSISTANCE.

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4. THANKS ARE ALSO VERY MUCH IN ORDER FOR THE OUTSTANDING SUPPORT OF USIS, WHICH PROVIDED TO METRO DOCUMENTARY FILMS, POSTERS, AND DESIGN ADVICE. THE MOON ROCK WAS AN EXTREMELY POPULAR ATTRACTION, AND WAS FEATURED IN METRO ADVERTISING. THE ADDITION OF ELEMENTS OF AMERICAN LIFE, SCIENCE AND CULTURE WAS EXTREMELY WELL RECEIVED AND ENHANCED THE EFFECTIVENESS OF THE CONSUMER PRODUCTS PROMOTION.

HOLDRIDGE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 13 SEP 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellE0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 MAR 2003  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
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**TAGS:** BEXP, SN  
**To:** STATE  
**Type:** TE  
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